

Message Text

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PAGE 01 STATE 117953
ORIGIN COME-00

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-----054071 100741Z /16

R 092030Z MAY 78
FM SECSTATE WASHDC
TO AMEMBASSY BUENOS AIRES

UNCLAS STATE 117953

E.O. 11652:N/A

TAGS: EIND, AR

SUBJECT:TRADEMARK APPLICATION FOR FEVER DETECTOR

1. THE DEPARTMENT OF COMMERCE MAINTAINS A PROGRAM TO PROTECT FOREIGN MARKETS FOR AMERICAN PRODUCTS AND SERVICES BY OPPOSING THE REGISTRATION BY FOREIGN GOVERNMENTS OF TRADEMARKS WHICH ARE GENERIC TERMS. IF SUCH MARKS ARE SUCCESSFULLY REGISTERED, THEY WOULD IMPEDE THE IMPORTATION OF PRODUCTS CONTAINING THE SAME WORD IN THE LABEL. FOR EXAMPLE, IF THE WORD "BEAN" WERE SUCCESSFULLY REGISTERED AS AN EXCLUSIVE TRADEMARK IN A COUNTRY, THEN ANY PRODUCT WITH "BEAN" ON THE LABEL (E.G., DEL MONTE GREEN BEANS, LIBBY BUTTER BEANS) COULD NOT BE LEGALLY SOLD IN THAT COUNTRY.

2. IN IMPLEMENTING THIS PROGRAM, COMMERCE WORKS CLOSELY WITH THE UNITED STATES TRADEMARK ASSOCIATION (USTA) AND OTHER TRADE GROUPS SINCE THESE ORGANIZATIONS THROUGH THEIR MEMBERS RECEIVE EXTENSIVE COMMERCIAL INTELLIGENCE ON UNCLASSIFIED

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PENDING TRADEMARK APPLICATIONS. THE USTA HAS INFORMED COMMERCE OF AN APPLICATION TO REGISTER THE TERM FEVER

DETECTOR (IN CLASS 6 FOR MEDICAL THERMOMETERS RECENTLY

FILED IN ARGENTINA.

3. ACTION REQUESTED: EMBASSY REQUESTED TO CONTACT APPROPRIATE OFFICIALS AND EXPRESS OBJECTION TO APPLICATION NO.

1, 136, 567 FILED MARCH 16, 1978 BY DIFFUCAP S.A.C.I.F.E.

I. TO REGISTER FEVER DETECTOR IN CLASS 6 FOR MEDICAL THERMOMETERS ON GROUNDS TERM IS GENERIC AND NOT PROPERLY REGISTRABLE AS EXCLUSIVE TRADEMARK. OPPOSITION PERIOD EXPIRES MAY 12, 1978. REPORT ON RESULTS REQUESTED. VANCE

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